



**JANHIT FOUNDATION'S**

**Newsletter - Nov' 2010**

# Message from the Director

By reading this newsletter, I hope you will update understand what the project meant to the farmers who took part. The great Indian civilization has thrived on organic farming for thousands of years and it will once again. It is very telling that half of all that took part wished to keep the produce for their own consumption. My hope is for this message to reach to the people and organisations that make decisions and change this world.



## Special Message by Matthew Shanley

Hi, I would like to take this opportunity to introduce myself. I have been given the privilege to be a volunteer with Janhit Foundation for six months. I obtained an honours degree in Civil and Environmental Engineer at the prestigious University College Cork, in 2006. For the following four years I gained valuable professional experience with the largest construction company in Ire-

land, John Sisk and Sons Limited, as a site engineer. Due to a major down turn in the construction industry in Ireland and due to my growing conscience, I decided to look at other avenues to take my career down. Working for an NGO seemed like an activity that would be highly rewarding. Janhit Foundation fitted the bill perfectly. Janhit are an esteemed organisation and run pro-

jects that my training and experience could be directly applied to. They are also based in India and I am delighted at the prospect of living in Meerut for the next few months. I wish to thank all the staff here and others I have come into contact with for their hospitality, showing me Meerut, the surrounding areas and the Indian way of life. I have only been here three weeks and am really

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## Inside Story Headline

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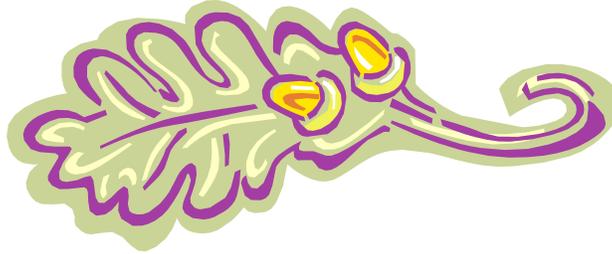
This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find “filler” articles by accessing the World



Caption describing picture or graphic.

publication. So, when you're finished writing your newsletter, convert it to a Web site and post it.

Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web

## Inside Story Headline

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This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally,

you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial.

You can also profile new employees or top customers or vendors.

*“To catch the reader's attention, place an interesting sentence or quote from the story here.”*

## Inside Story Headline

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This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you're trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thousands of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the



Caption describing picture or graphic.

caption of the image near the image.

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*Caption describing picture or graphic.*

# Organization

## **BUSINESS NAME**

Primary Business Address  
Your Address Line 2  
Your Address Line 3  
Your Address Line 4

Phone: 555-555-5555  
Fax: 555-555-5555  
E-mail: someone@example.com

***Your business tag line here.***

**We're on the Web!**  
**example.com**

*This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.*

*It would also be useful to include a contact name for readers who want more information about the organization.*

## Back Page Story Headline

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This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

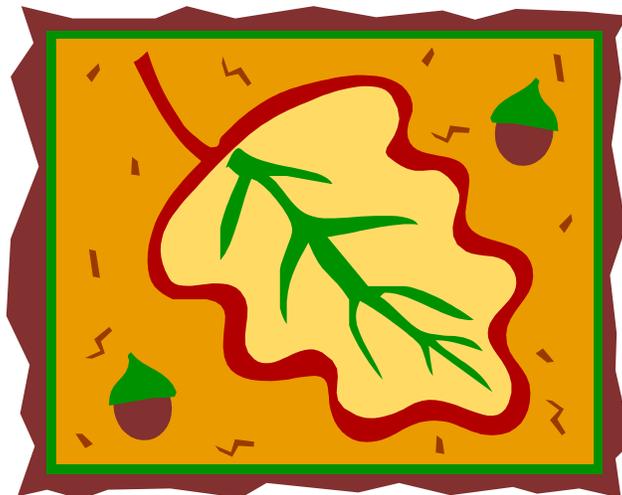
If you have any prices of standard products or services, you can include a listing of those here. You may want to refer your readers to

any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the

month, or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.



*Caption describing picture or graphic.*